

## Message Text

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21

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

----- 129635

R 291543Z JAN 74

FM AMEMBASSY LISBON

TO USDOC WASHDC

SECSTATE WASHDC 9040

INFO AMCONSUL OPORTO

UNCLAS LISBON 375

EO 11652: N/A

TAGS: BEXP, PO

SUBJ: COMMERCIAL PRESENCE FAIRS

REF: STATE 243170 OF DEC 13, 1973; LISBON 4482 OF DEC 7,  
1973; LISBON A-219 OF DEC 21, 1973; OPORTO A-1 OF  
JAN 14, 1974

1. AS A RESULT OF OUR RECENT CONVERSATIONS WITH WILLIAM  
SUGG, OIM MARKETING MANAGER FOR SPAIN AND PORTUGAL, WE  
WOULD LIKE TO SUGGEST THAT FY-1975 TRADE PROMOTION FUNDING  
FOR PORTUGAL BE TRANSFERRED FROM ONE TRADE MISSION TO TWO  
OR THREE CATALOG SHOWS IN CONNECTION WITH LOCAL TRADE FAIRS.  
APPARENTLY, THE MOST PROMISING PRODUCT CATEGORIES IN THIS  
MARKET (SEE LISBON 4482 OF DEC 7, 1973 AND LISBON A-219  
OF DEC 21, 1973) DO NOT COINCIDE WITH ON-GOING TRADE MISSIONS  
IN FY-1975. THEREFORE, WE REQUEST THAT OIM PLAN FOR  
PORTUGAL THE FOLLOWING TP ACTIVITIES:

A. CATALOG SHOW IN CONJUNCTION WITH FIRST EXPOSITION OF  
WOOD-RELATED INDUSTRIES SPONSORED BY OPORTO INDUSTRIAL  
ASSOCIATION, OCT 18-27, 1974 (SEE OPORTO A-1 OF JANUARY  
14, 1974).

B. CATALOG SHOW FEATURING CONSTRUCTION, BUILDING AND  
MINING EQUIPMENT IN CONJUNCTION WITH ANNUAL INTERNATIONAL  
INDUSTRIAL EXPOSITION SPONSORED BY LISBON INDUSTRIAL  
ASSOCIATION IN JUNE 1975 (SEE LISBON A-219).

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C. SUBJECT TO SUCCESS OF CATALOG EXPOSITION IN NAUTICAMPO RECREATIONAL EQUIPMENT SHOW IN MARCH 1974, WE WOULD LIKE TO PROPOSE A SIMILAR SHOW IN FY-1975. ALTERNATIVELY, WE PROPOSE A CATALOG SHOW IN CONNECTION WITH THE LISBON INDUSTRIAL ASSOCIATION'S FILHOTEL EXPOSITION (HOTEL AND RESORT EQUIPMENT) IN NOVEMBER 1974 OR THE FILESCOLA EXPOSITION (EDUCATIONAL EQUIPMENT) IN MAY 1975.

2. COMMERCE ACTION REQUESTED: THAT OIM INFORM US OF ITS VIEWS ON TRANSFERRING FY-1975 FUNDING FROM ONE TRADE MISSION TO CATALOG SHOWS, AND OIM'S REACTIONS TO SPECIFIC PROPOSALS LISTED ABOVE.  
SCOTT

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NNN

## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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